

**ABSTRACT**

A message server comprises web server systems for sending a first portable document file to a client system. The first portable document file comprises displayed data content selectable by the user and associated hidden data content. The hidden data content may be in a tagged data content format. The message server receives a message from the client system. The message comprises both: i) identification of the first portable document file; and ii) identification of the displayed data content selected by the user. The message sever uses the identification of the first portable document file and the identification of the displayed data content selected by the user to locate and provide a second portable document file that is related to the content selected by the user.